



PHD HIMALAYAN TOURISM SAMMAN 2019 & HIMALAYAN EXPO

7TH 8TH & 9TH SEPT 2019 DEHRADUN (UTTARAKHAND)

PROGRAM SPECS

INAUGURAL FUNCTION HIMALAYAN EXPO ON 7TH SEPT. 2019,
HITS CULINARY CONTEST ON 8TH SEPT 2019
HIT SAMMAN INAUGURAL & CONFERENCE ON 9TH SEPT 2019 (HIMALAYAN DAY)

ABOUT PHD HIMALAYAN TOURISM SAMMAN

First of its kind Tourism Awards in the Himalayan States commissioned by PHD Chamber Uttarakhand State Chapter will be ode and a testimony to the efforts of thousands of people working day and night to make our travels to the state comfortable and enjoyable. PHD Himalayan Tourism Samman (HIT SAMMAN) are aimed at galvanizing the tourism industry in the Himalyan states. The purpose of the awards is to identify, analyze and reward desirable behavior and performance in broadly two categories :

SDGs based SUSTAINABLE AWARDS

POPULAR CHOICE AWARDS

PHD HITS is hospitality show, promoting Sustainable & Responsible tourism in the Himalayan region of global ecological importance. PHD HITS provides tourism industry stake holders with an essential platform to promote their products and services. Visitors attending PHD HITS 2019 can be classified as Hoteliers, travelers, tour operators, CEOs, Chefs or proprietor. PHD HITS aims to be an ultimate hotspot of recognition for responsible & sustainable best practices and networking with key stake holders of the tourism industry in Himalayan Region.



NATIONAL APEX CHAMBER

PHD HIMALAYAN TOURISM SAMMAN 2019

Based on
Global Standards & UN defined SDGs.
SAMMAN Ceremony On HIMALAYAN DAY
9th Sept. 2019 DEHRADUN



SUSTAINABLE HIT SAMMAN



POPULAR CHOICE HIT SAMMAN



SAMMAN CATEGORIES

A

SUSTAINABLE HIT SAMMAN

SUB CATEGORIES ALIGNED WITH UN SUSTAINABLE DEVELOPMENT GOALS (SDGS)

I. Environment Consciousness

- a) Wildlife Conservation Samman
- b) Water Conservation Samman
- c) Carbon Reduction Samman

II. Destination Developer

- a) Destination Developer
- b) Best Tourism Blogger Samman

III. Cultural Propagator

- a) Best Cultural Heritage Attraction Samman

IV. Livelihood Supporter

- a) Responsible Employer Samman

IV. INNOVATION AWARDS

- a) Best Tourism Start Up Samman

B

POPULAR CHOICE HIT SAMMAN

- I. Best Jungle Resort
- II. Best Rejuvenation/Spa
- III. Best Wellness Resort/ Destination
- IV. Best Super Luxury Hotel
- V. Best Luxury Hotel
- VI. Best Premium Hotel
- VII. Best Budget Hotel
- VIII. Best Inns & Lodges
- IX. Best Home Stays
- X. Best Camp Resort
- XI. Best Adventure Sports Category
- XII. Best Dharamshala at Pilgrimages

SDGs based SUSTAINABLE AWARDS



The Basis for assessing desirable behavior would be the Guidelines on Sustainable Tourism issues by the United Nations World Tourism Organization (UNWTO) and the United Nations Sustainable Developmental Goals (SDGs) to which India is a Signatory. The Applicants will be assessed on these parameters.

POPULAR CHOICE AWARDS

The Popular Choice Awards is commissioned in collaboration with large Travel Aggregators. The Parameters for these awards will be the customer reviews. This initiative will also help create data to identify the emerging trends of the sector annually.



HITS "HIMALAYAN EXPO" 2019

A 3 DAYS HIMALAYAN EXPO

Salient Features :

- 3 Days Exposition of the Himalayan Tourism & Himalayan Products including Himalayan Textile, Handicrafts, Culinary, Organic, Medicinal, Health, Yoga etc.
- New Destination Expo including Eco Tourism, Adventure Tourism, Health, Spiritual, Nature etc.
- Himalayan Culinary Championship
- Cultural evenings
- 3 days of Conferences and symposiums

EXHIBITION FEATURES

- Himalayan Products like ; Himalayan Medicinal & Aromatics, Organic Products, bouquets of Himalayan tourism products, Himalayan Cousin,
- Exhibitors of various Himalayan specific tourism services eg. Eco Tourism, Nature tracks, Adventure, mythological & spiritual heritage, yoga etc
- New age technology and solutions for the sector
- Opportunity to gauge latest trends and market competition.
- Visitors profile will include Buyers & other stake holders, Industry people & professionals from the sector.
- **Featured Pavilions**

Tourism
Pavilion

Culinary
Pavilion

Organics
Pavilion

Himalayan Foods
Pavilion

Medicinal & Aromatics
Pavilion



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POPULAR CHOICE HIT SAMMAN



HIMALAYAN GASTRONOMY FEST



This Himalayan Culinary Contest is an extravaganza which will extend over every aspect of Culinary & Hospitality specific to Himalayan Region with special focus on Uttarakhand cuisine & ingredients. The event will allure visitors and explore the possibilities of satisfying the appetite with the ingredients of the Himalayan origin and thus exploring new dimensions of the array of recipes' for Himalayan Tourists.

HIGHLIGHTS:

- Top Hotel Mgt. Institutions of the region will participate.
- A celebrity Chef will lead the eminent jury.
- Culinary art research scholars will be engaged in documenting the technical aspects of the contest to be published as research paper.
- A team of local professional chefs will demonstrate the Himalayan Culinary Art at the Demo Kitchen of the IHM Dehradun.
- 5 Finalist teams will contest live for the 2 categories of Sammans from the kitchens of IHM Dehradun :

HIMALAYAN CULINARY JURY SAMMAN

HIMALAYAN CULINARY POPULAR CHOICE SAMMAN

A. JURY SAMMAN

- Top three categories of "HIMALAYAN CULINARY SAMMANS"
- The eminent Jury will decide from amongst the Five finalist contesting teams

B. POPULAR CHOICE SAMMAN

- Top three Categories of Popular Choice Sammans
- Around 70 Hoteliers & Restaurant owners of the town will be invited as delegates & based on their live feedback the "POPULAR CHOICE HIMALAYAN CULINARY SAMMAN" will be awarded to the teams



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SUSTAINABLE HIT SAMMAN



POPULAR CHOICE HIT SAMMAN



SPECIAL ATTRACTION

HIMALAYAN FASHION RAMP WALK

HIMALAYAN SUSTAINABLE FASHION SAMMAN

7TH SEPT 2019 DEHRADUN

THE HIMALAYAN SUSTAINABLE FASHION Extravaganza will extend over every aspect of sustainability in the fashion industry, related to the critical input resources of Himalayan Region. The general indifference to the sustainability related to fashion industry is due to the lack of awareness about the environmental pressure due to water consumption, soil pollution, chemical release, short life clothing etc. exerted by this industry. The event will enchant audiences with brilliance and glamour of beautiful models wrapped in motley garbs hued in natural colours & sewing out of sustainable fabrics like khadi, hemp etc. of Himalayan origin. This program will also showcase new dimensions of the array of possibilities of making this industry sustainable and will award the contributors to the same.



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SUSTAINABLE HIT SAMMAN



POPULAR CHOICE HIT SAMMAN



Day 1: HIMALAYAN EXPO

INAUGURATION

BY : HON'BLE CHIEF MINISTER OF UTTARAKHAND AS CHIEF GUEST

FUNCTION PRESIDED OVER BY HON'BLE MINISTER FOR TOURISM UTTARAKHAND

CULTURAL EXTRAVAGANZA :

LIVE DEMI GODS INVOCATION CEREMONY / DEVTA AHWAHAN

RITUALSTIC CELEBERATIONIS OF THE MYSTICS OF HIMALYAS

AUDIO VISUAL, PICTORIAL AND LIVE GLIMPSES OF HIMALAYAN HERITAGE

INCLUDING ARRAY OF SOUVENIRS, ARTIFACTS.

LIVE ART DEMONSTRATIONS LIKE MAKING OF MINIATURE FORMS OF THE CHAR

DHAM TEMPLES, TRIBAL MASKS ETC.

A ROUND OF THE PAVILLIONS OF HIMALAYAN EXPOSITION

Day 2: HIMALAYAN FEST

THE HIMALAYAN EXPOSITION CONTINUES

SPECIAL ATTRACTION : THIS HIMALAYAN CULINARY CONTEST

LIVE PERFORMANCES OF CULINARY ART BY 5 FINALISTS

JURY LEAD BY CELEBRITY CHEF WILL ANNOUNCE THE TOP 3

CULTURAL EVENING

SIDE MEETINGS (B2B, G2B)



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Day 3: HIMALAYAN TOURISM SAMMAN 2019

THE HIMALAYAN EXPOSITION CONTINUES

2.30PM : INAUGURAL

CHIEF GUEST :

SHRI SHYAM JAJU

BJP NATIONAL VICE PRESIDENT

FUNCTION PRESIDED OVER BY : SHRI SATPAL JI MAHARAJ,

HON'BLE TOURISM MINISTER,

GOVT. OF UTTARAKHAND

SEMINAR TECHNICAL SESSIONS I & II

HIT SAMMAN 2019 AWARD CEREMONY

08.30PM DINNER



CSR IMR

PHD CHAMBER India - My Responsibility

"Lead The Change - Make the Difference"

PHD Chamber of Commerce & Industry

Uttarakhand Off: Shiva Complex, 2nd Floor, 57/19, Rajpur Road, No.18&19, Dehradun. 248001,

Phone : 0135-2656561, E.Mail: phddehradun@gmail.com, Web: www.phdcci.in

HO: PHD House, 4/2 Siri Institutional Area, August Kranti Marg, New Delhi 110016

Tel: 91-11-26863801-04, 49545454 www.phdcci.in

